

## Topic Check List-Voting Behaviour and the Media

For each of the following key terms, issues or questions, check your understanding and tick it off when you think you fully know, understand and can explain it or answer it.

Key Issue	Associated Questions	Understood?
Case Studies of 3 General Elections	<ul style="list-style-type: none"> <li>• Knowledge of election results, voting behaviour and factors which effected it. Your 3 elections must be:                             <ul style="list-style-type: none"> <li>-One between 1945-1992</li> <li>-Either 1992 or 1997* (1997 recommended)</li> <li>-One since 1997</li> </ul> </li> <li>• You need to know results and their impact on parties and government</li> <li>• The factors that explain the outcomes of the elections including:                             <ul style="list-style-type: none"> <li>-Reasons for and impact of party policies and manifestos</li> </ul> </li> <li>• Tactics used in election campaigns</li> <li>• Wider political context of elections e.g. Winter of Discontent 1979</li> <li>• Class- based voting and other factors influencing voting behaviour such as partisanship and voting attachment</li> <li>• Gender, age, ethnicity and region as factors in influencing voting behaviour, turnout and trends.</li> <li>• Analysis of the national voting behaviour patterns for these elections, revealed by national data sources and how and why they vary.</li> </ul>	
The influence of the media	<ul style="list-style-type: none"> <li>• The assessment of the role and impact of the media on politics- both during and between key general elections, including the importance and relevance of opinion polls, media bias and persuasion.</li> </ul>	

**Key Words-Tick off when you understand them-you should try and use these words in written responses.**

Election	Voting Behaviour	Trends	Turnout
Issues	Manifesto	Mandate	Political context
Economy	Social Issues	Health and welfare	Disillusionment
Governing Competence	Disengagement	Partisan Dealignment	Media Bias
Class Dealignment (post 70s)	Multi party system	Coalition	Minority government
Hung Parliament	Opinion Poll	Exit Poll	Electioneering
Dissolution of Parliament	Instrumental Voting	Apathy	Abstention
Core Voters	Valence issues	Rational Choice Model	Salience
Economic Voting	Variable Turnout	Swing/ Floating Voters	Landslide
Marginal Constituencies	Deviant Voting	Party Leadership	"Grey Vote"